INSEDE
R&D
Next economic reasoning system

Performance Quadrants
build – grow – reduce – kill
Strategic modes
Strategic modes

- + $

potential
human capital
intellectual property rights
knowledge
processes
data
trust
network
organizational capital
intellectual capital
culture
innovation

- + $
Strategic modes

potential

- $\rightarrow$ + $\$
Strategic modes

\[ + iS \]

potential

\[ + S \]

\[ - \]
Strategic modes – build

- $ / + i$
+ i$
- + $
-
potential
invest money

+ i$
potential

- $ / + i$

invest money

+ $

- $

- $

+ $
Strategic modes – build

- $ / + i$

invest money
build potential

potential
Strategic modes – build

invest money
build potential

- $ / + i$
+ i$
- + $
-
potential
invest money
build potential

+ i$
potential

- $ / + i$

+ $
Strategic modes – build

- $/ + i$
+ $i$
- + $

invest money
build potential
Strategic modes – build – grow

invest money
build potential

make use-value

build
Strategic modes – build – grow

invest money
build potential

+ i$
potential

- $
+

make use-value
earn money

earn money
build

+ $ / + i$

- $ / + i$

-
Strategic modes – build – grow

- $ / + i$

invest money
build potential

make use-value
earn money
Strategic modes – build – grow

- Invest money
- Build potential
- Earn money
- Make use-value

- $ / + i$
- + $ / + i$
- Potential

Build
Grow
Strategic modes – build – grow – reduce

- $ / + i$
+ $ / - i$
- $ / + i$
+ $ / + i$

- $ / + i$
+ $ / - i$
- $ / + i$
+ $ / + i$

growth
reduce
potential
invest money
build potential
make use-value
earn money
sell table silver
build
Strategic modes – build – grow – reduce – kill

- Invest money
- Build potential
- Make use-value
- Earn money
- Sell table silver

- Show incompetence
to use potential

- + i$
- + i$
- + i$
- - i$
- - i$
- - i$
- - i$

- + $
Performance Quadrants
build – grow – reduce – kill